

CB2201: OPERATIONS MANAGEMENT

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Operations Management

Subject Code

CB - College of Business (CB)

Course Number

2201

Academic Unit

Department of Decision Analytics and Operations (DAOS)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course is designed to expose students to the myriad problems and issues that operations managers face in today's fast-paced and complex business environment. Students will gain a deep understanding of fundamental concepts such as

process design, capacity planning, supply chain management, and quality control. Emphasis will be placed on providing the concepts, insights, and tools necessary to address these challenges and achieve competitive advantage. Through a blend of theoretical frameworks and practical case studies, students will explore the management and improvement of operational capabilities across various organizations. Additionally, the course will examine the impact of globalization on operations, focusing on the unique challenges and opportunities presented by international supply chains. By the end of the course, students will be equipped to design and manage operations that enhance productivity, quality, and customer satisfaction on a global scale.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the design and delivery processes of products and services across different organizations, and evaluate the systems used for measuring and improving operations.	10		x	
2	Identify and describe operations management as one of the core business functions.	10	x		
3	Integrate operations management with other business functions to support a coherent corporate strategy, and determine how operations management decisions impact other business functions.	20		x	
4	Identify and discuss contemporary and pervasive business issues that affect the management of operations.	15	x		
5	Apply a range of appropriate quantitative and qualitative methods and tools to solve business problems in which management of operations is a critical issue.	30			x
6	Discuss the role of operations management in sustainability and social responsibility.	15	x		

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Students will learn the concepts and techniques in operations management which will be explained and demonstrated.	1, 2, 3, 4, 5, 6	
2	In-class exercise and group discussion	Students will work in groups to brainstorm ideas or discuss the answers to questions raised in class. They will study operations management practice of an organization to reflect on what they learn in class.	1, 2, 3, 4, 5, 6	

Additional Information for LTAs

This course will be structured as a series of three-hour lectures, once per week, with problem solving and demonstrations in the classroom. Students are expected to participate in group discussion and in-class exercise to develop their critical thinking and communication skills.

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Participation / In-class Exercises / Assignments Students work in groups or individually to apply operations management knowledge they learn on class.	1, 2, 3, 4, 5, 6	20	
2	Final Project Students work in groups to analyze an operations management case that they pick.	1, 2, 3, 4, 5, 6	30	

Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Additional Information for ATs

Final Examination Students will be assessed via the examination on their understanding of the concepts and skills of operations management.

Assessment Rubrics (AR)

Assessment Task

Participation / In-class Exercises / Assignments

Criterion

Students will participate in in-class exercises and assignments to brainstorm ideas and to gain exposure on different operations management practices.

Excellent (A+, A, A-)

Strong evidence of showing familiarity with key concepts and definitions. Clearly and correctly structure most critical points and important contributions of the assigned questions or problems. Critically discuss issues and draw most relevant implications to apply daily life examples of issues. High participation and excellent presentation skills.

Good (B+, B, B-)

Evidence of showing familiarity with key concepts and definitions. Clearly and correctly state some critical points and contributions of the assigned questions or problems. Critically discuss issues and draw some relevant implications to apply daily life examples of issues. High participation and good presentation skills.

Fair (C+, C, C-)

Evidence of showing adequate review of literature and key concepts. Understanding of the subject, ability to develop solutions to simple and basic problems in the assigned questions and problems.

Marginal (D)

State a few critical points and marginal contributions of the assigned questions and problems.

Failure (F)

State no critical points and no contributions of the assigned questions and problems.

Assessment Task

Final Project

Criterion

Students will work in teams to analyze operations management practice of real-world organizations.

Excellent (A+, A, A-)

Strong evidence of original thinking; good organization, capacity to relate practice to the subject / content knowledge; strong evidence of extensive cognitive skills such as creative and critical thinking to identify impacts of industry practice as a university student, future professional and global citizen.

Good (B+, B, B-)

Evidence of original thinking; good organization, capacity to relate the industry practice to the subject / content knowledge; strong evidence of extensive cognitive skills such as creative and critical thinking to identify impacts of the industry practice as a university student, future professional and global citizen.

Fair (C+, C, C-)

Some evidence of original thinking; good organization, capacity to relate the industry practice to the subject / content knowledge; strong evidence of extensive cognitive skills such as creative and critical thinking to identify impacts of the industry practice as a university student, future professional and global citizen.

Marginal (D)

Marginal evidence of original thinking; good organization, capacity to relate the learning from industry practice to the subject / content knowledge; strong evidence of extensive cognitive skills such as creative and critical thinking to identify impacts of the industry practice as a university student, future professional and global citizen.

Failure (F)

Little evidence of original thinking; good organization, capacity to relate the learning from the industry practice to the subject / content knowledge; strong evidence of extensive cognitive skills such as creative and critical thinking to identify impacts of the industry practice as a university student, future professional and global citizen.

Assessment Task

Final Examination

Criterion

Examination are designed to assess students' knowledge of operations management concepts and the use of tools and techniques in solving operations management problems

Excellent (A+, A, A-)

Strong evidence of knowing how to apply their knowledge in operations management.

Good (B+, B, B-)

Evidence of knowing how to apply their knowledge in operations management.

Fair (C+, C, C-)

Some evidence of knowing how to apply their knowledge in operations management.

Marginal (D)

Sufficient familiarity with the subject matter to enable the student to progress without repeating the assignment.

Failure (F)

Little evidence of familiarity with the subject matter

Part III Other Information**Keyword Syllabus**

Historical development of operations management; Product and service design; Supply chain management; Process analysis; Facility planning; Location and layout decision making; Service delivery; Distribution and inventory planning; Demand management; Quality and lean operations; Operations strategy; Globalization and Corporate social responsibility

Reading List**Compulsory Readings**

Title	
1	Jacobs and Chase, "Operations and Supply Management: The Core" , McGraw-Hill, Latest Edition.
2	Slack et.al, "Operations and Process Management" , Prentice Hall, Latest Edition.
3	Cachon and Terwiesch, "Matching Supply with Demand: An Introduction to Operations Management," 3rd edition, McGraw Hill, Latest Edition.

Additional Readings

Title	
1	Nil